

Statement of Work

Scope/Background

(Short summary of the required service, what has lead up to this requirement, and why the contract is needed)

The 48-hour film contest is a competition open to amateur filmmakers to create a short film within 48 hours to be screened for the public in Almaty and Astana. The goal of the project is to give independent filmmakers the opportunity to create new content for viewing by Kazakhstani and international audiences.

This is the second 48-hour film contest supported by the U.S. Diplomatic Mission to Kazakhstan. As in the first iteration, the competition is announced in advance with a USG call for participating teams. Teams register with the Contractor by the deadline stipulated in the call. At the start of the contest, the Contractor emails all participants with an announcement that the 48-hours have begun. The message includes instructions to participating teams on specific elements that must be included in their films. Teams digitally submit to the Contractor their films by the end of the 48-hours. The partner then coordinates with the participating cinemas to arrange for the short films to be screened over the course of two days. Filmmakers may enter from anywhere in Kazakhstan, and same films will be screened in Almaty and Astana (on different days).

Objectives

(Results to be achieved)

- Promotion of the contest and recruitment of teams
- Booking and coordinating with participating movie theatres in Almaty and Astana
- Technical management of film receipt and screening at participating movie theatres
- Coordination of screenings, including of emcee
- Uploading of all films onto YouTube

Contractor's tasks

The Contractor shall:

- Provide a designated logistics coordinator who is available for direct communication with PAS Almaty. Meet PAS Almaty staff one monthly from September until December, 2016. Meet once weekly beginning in January, 2017. Meet as needed during the two weeks before the contest, which should take place before February 28, 2017.
- Create e-mail dedicated to contest by February 7, 2017
- By February 1 elaborate plan of spreading information about contest (via Facebook, Instagram, media, Universities, relevant places); plan should be approved by PAS
- Spread information about contest according to plan once the call for participants is announced by USCG on February 9
- Receive/manage list of teams signing up for competition by e-mail February 9-16, 2017

- Book a movie theatre—with concurrence from PAS – in Almaty and Astana to screen films during the week from February 20-26, 2017. Theatre should be chosen with agreement from US Consulate General; it has to be modern, clean and able to accommodate a reception
- On February 17 disseminate email announcing start of contest to participants, and digitally receive completed films from participants 48 hours later, then deliver them to movie theatre for screening on February 20
- Coordinate with movie theatres hosting screenings to manage technical arrangements for screening films: check films beforehand, provide micros for screening
- Hire an emcee to host two-night screenings in Almaty (February 22-23) and Astana (February 24-25), work with him on scenario of the evenings, it will be in Russian
- Arrange networking 1-day receptions for 150 participants in Almaty and in Astana including non-alcoholic drinks and light snacks in theater in the evening of screening
- Following screenings, from February 27 to March 5 upload films on youtube for public viewing in social media
- All the phases of the project should be approved with PAS.

The U.S. Government shall provide

(U.S. Government furnished office space, computers, equipment, materials, admin support, etc.)

n/a

Contract end items

Satisfactory completion of the Contractor's tasks.

Period of performance

(Period of the required service)

Preparing for contest: Present to February 28, 2017

During screenings: TBD—Two days each in Almaty/Astana in February

Organizational Capacity

(Proof of Past Performance)

Event management companies must prove experience working with independent filmmakers and screening films.

1. Pictures and descriptions of AT LEAST TWO EVENTS organized with filmmakers or screening films.
2. Two professional contacts that you worked for who can vouch for the quality of your event management.

Estimated Contractor's Fees & Expenses

(Contractor's rate, fee, and misc. expenses, if known)

To be proposed by event management companies
(Contract Type: Lowest Price Technically Acceptable)